



COLLEGE PROFILE

A private, world-renowned science and engineering Institute.

CHALLENGE

How to recruit and access females and minority students interested in STEM-focused undergraduate programs.

SOLUTION SUMMARY

The CiEngage platform was used to successfully reach an underrepresented target audience that is hard to reach through legacy marketing channels.

RESULTS

- Close to 1,000 new qualified candidates that fit their target criteria.
- Over 95% of candidates were unique, meaning they did not already exist in the universities existing pool of candidates.
- Introduced the university to a pool of students who previously had no knowledge of the university or their programs.

Achieving equality in student enrollment with technology

Background

A high-profile science and engineering institution was faced with ensuring their new enrollment included females and underrepresented male minority students interested in STEM studies. Historically, the institution could rely on its well-known brand to attract students, as well as a few legacy marketing methods such as email marketing, college fairs, and online marketing.

As a progressive minded institution who understands the changing ways in which students want to engage in college search, they realized Ci was a great option to help fulfill their enrollment goals. The university selected the company's CiEngage™ platform to enable a mobile student search strategy. Ci's mobile-based platform allows the university to more easily build brand awareness, nurture and engage candidates, and drive recruitment and enrollment objectives with a turnkey solution.

Attracting Underrepresented Students is Difficult with Traditional Methods

As teens continue to migrate away from traditional marketing channels, a larger percentage of students are becoming harder and harder to access, especially today's underrepresented students who may or may not be exposed to these opportunities, or lack computer access.

High school counselors often play a big role in determining the right list of college choices for a student. Typically, the focus is mainly within in their region, leaving thousands of potential candidates

who are outside of region knowing nothing about the opportunities available across the U.S. Adding to that challenge only 64% own a laptop according to research from Pearson but 81% of high school students have a smartphone.

The broad adoption of smartphones holds the key to providing equal access to higher education opportunities for ALL students. The university's marketing team turned to Ci's mobile app powered platform to help extend their reach to the underserved populations and improve their percentage of female students they enroll. With Ci's app used by tens of thousands of college-bound students interested in STEM and other programs, the university was positioned front and center to attract candidates on the app.

Filling the Enrollment Funnel with Qualified New Candidates

CiEngage uses mobile app technology to transform the way colleges attract, engage and interact with prospective candidates. Students use the mobile app to build rich profiles and search for colleges that match their selection criteria. The self-contributed profiles also make it possible to attract candidates based on their preferences and help admissions teams to determine fit early in the search process. The CiEngage platform also provides the ability to nurture and interact with qualified, self-selected candidates right through application and enrollment.

Ci was able to quickly implement a program via the app to effectively promote the university's STEM programs to their target audience: females and underrepresented male minority students. The Ci team developed a series of creative content and deployed it to students who fit the criteria and expressed interest in STEM careers.

Within 90 days of starting the campaign, Ci was able to delivered close to 1,000 qualified candidates that had expressed interest in their programs via the campaigns to further engage and nurture.

Results

- Close to 1,000 new qualified candidates that fit their criteria.
- Over 95% of the candidates were unique, meaning they did not already exist in the universities existing pool of candidates.
- Able to attract and engage with a previously hard to attract target demographic
- Introduced the university to a pool of students who previously had no knowledge of the university or their programs.